

# THE **Quill**

**A MAGAZINE FOR  
WRITERS, EDITORS,  
AND PUBLISHERS**

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## Have Schools of Journalism Failed?

By John E. Stempel

Discussing the value of technical training  
for future journalists

## The World's Fastest News Service

By Lewis B. Reynolds

Speed rules in reporting what happens  
in the financial world

## Better Brains Better Trained

By Ward A. Neff

An account of Mr. Neff's recent address  
condensed by Albert W. Bates

## Printing the News in Mexico City

By Theodore A. Ediger

## A Few Working Tools

By William F. Huffman

## «I Used to Be a Newspaper Man Myself»

By Frank S. Nugent

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# A Few Working Tools

An Opinion

By WILLIAM F. HUFFMAN

**I**N my ten years as head of a small city newspaper, which started quite without any organization, I have employed a good many newspaper men. During all that time—in the last few years when the turnover has been low as well as during the first few years when it was high—I have been constantly amazed by the total lack of available men of the right kind for both the news and advertising departments.

In ten years we have never had one single young man or young woman come to us with a complete mechanical equipment for the newspaper profession. By a complete mechanical equipment I mean a thorough knowledge of stenography—shorthand and typewriting, the working tools of accurate reporting and swift transcribing. Very few who applied had had experience of any kind in newspaper work. Many couldn't claim the most rudimentary knowledge of the commonest tool of their craft, the typewriter—couldn't type even with the "hunt and peek" system. They all had about the same qualification, which they summed up thus: "I think newspaper work is very interesting and I know I will like it."

Perhaps I am slighting the greatest requirement for success in journalism, love of the job. I can say from experience and observation that the youngsters who really succeed in newspaper work are those who like it. Indeed, a lot of us must love our work ardently, or we wouldn't now be in it, for other rewards certainly have not always been

Almost any newspaper man, queried, will say: "If you want to be a reporter you'll have to be able to use a typewriter with fair speed; shorthand you can get along without." Most journalism students take this to mean that shorthand will be of little help to them, and don't bother to acquire it. In this article, the second of a series of personal opinions of journalists on journalistic subjects, Mr. Huffman stresses the importance of "working tools." The writer was graduated from Beloit College in 1918. He is now president of the printing company bearing his name at Wisconsin Rapids, Wisconsin, as well as principal owner of the Wisconsin Rapids Daily Tribune.

the attraction. Still, enthusiasm for journalism isn't a preparation for the profession.

Since I have been head of a newspaper and publishing business I have been interviewed by a large number of youngsters, still in their teens, who asked how to prepare for a career in journalism. Always I have asked them how near they were to graduation, and if it wasn't too late I have said: "Go back to high school and change your course. Take shorthand and typewriting. Get started right. Master the tools of the profession first, so that you may comprehensively and accurately quote anyone you interview.

You will find the ability to use shorthand and to transcribe your notes swiftly and cleanly the most valuable equipment you can have for a newspaper job." And to those entering college I advised a stenographic course.

Let me confess here and now that I wish someone interested in me had given me that advice. How much more easily, comfortably, and efficiently I could have done the various jobs I have had to do in the last twenty years! How infinitely more efficient I should be now. I threaten, in spite of the busy life I lead, to take a night school course in stenography.

**O**F course knowledge of shorthand and typewriting alone will not make a youngster a good reporter, or a good editorial writer, or a good feature writer. Unquestionably there is no substitute for those qualities of mind that make men and women suc-

(Continued on page 16)

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## Have Schools of Journalism Failed?

An Inquiry Into the Value of Technical Training for Those Who Hope to Practice the Profession

By JOHN E. STEMPEL

THE schools of journalism certainly got it in the neck."

Almost universally newspaper men made that remark on reading the morning papers of April 18, yet actually the teaching of journalism came off rather well in the report given before the American Society of Newspaper Editors at its annual meeting. Study more carefully the conclusions reached by the committee headed by George B. Armstead, managing editor of the *Hartford Courant*, and the comments made by S. M. Williams, editor of the *St. Paul Dispatch* and *Pioneer Press*, and you find that journalism schools have nothing to be ashamed of. Here is the crux of it:

"It is the opinion of your committee that schools of journalism should be graduate schools, as are the good schools of law and medicine. It seems a mistake to push trade school subjects into the academic college curriculum and by so doing seriously abbreviate the academic work."

The committee did not criticize or praise any particular school, nor did it map out in detail a proposed training course. It did do an excellent piece of work in pointing out certain tendencies and stimulating thought. It accomplished these major things:

1. It revealed the divergence of views among newspaper men

on the question of the primary purpose of the school of journalism.

2. It emphasized the need for background.

3. It raised the question of the advisability of making instruction in journalism a graduate professional course superimposed on the broad cultural foundation provided by a four-year general curriculum.

In this last suggestion the report takes account of educational trends today and looks to the future. It accepts for journalism the view that the medical and legal professions accepted only after many decades—a view that engineering has accepted only within the last few years. Even now there is disagreement over the number of years it should take to educate a physician, and in many states a

man may still become a lawyer without ever going to college at all. Yet professional schools are in the saddle today—more and more the need of specialized knowledge backed by a broad cultural course is being recognized. There is a growing approval of graduate work in all of the professional and semi-professional fields.

Have schools of journalism ignored this trend? On the contrary the established schools, with few exceptions, require at least one year and in most cases two years in college before taking even an introduc-

### Qualified

Some journalism students do become journalists, though comparatively few of them are as qualified to write the thoughtful discussion of journalism beginning on this page as John E. Stempel. He is now Copy Editor of the *New York Sun*, and his previous newspaper connections include the *Bloomington (Ind.) World*, the *Bloomington Star*, the *Indianapolis News*, as well as the *Columbia Alumni News*. He was graduated from Indiana University with a certificate in journalism in 1923; served as instructor in journalism at Lafayette College, 1923-26; was a graduate student and part-time instructor in journalism at Indiana, 1926-27; and was awarded his master's degree in journalism at Columbia in 1928.



tory course in journalism. Already an increasing number of students are postponing their professional work until their last undergraduate or first graduate years. This tendency cannot continue, however, unless it is encouraged by the newspapers through a general demand for a more broadly educated personnel.

But all this does not answer the question implied in the report: For what is journalism training its men? Is it for editor-ownership of weekly papers, executive positions requiring all-round ability on small dailies, specialized posts on metropolitan dailies, magazine work, house-organ editing, or what?

**O**BVIOUSLY no school can be expected to train students in the details of the multitude of jobs offered by the publishing industry. It cannot successfully turn out a given number of police reporters, dramatic critics, and church editors as a printing school might produce linotype operators, hand-compositors, and makeup men.

Judging from the places offered graduates, the business doesn't want them—it wants a number of young men with a certain background and professional training capable of starting at the bottom and working up. Positions at the top will always be filled by promotion. In spite of the psychological fact that the average graduate, whether in journalism, business, or law, feels quite ready to start at the top, he must acquire experience and go through a discipline that will give him the humility necessary to those who sit in high seats.

What will best prepare the student for his start in journalism? A broad background, obviously, and a training in the elementary matters of technique—observation, analysis, good writing, and in all of these things accuracy.

What is background, and how do you get it? Background is but the means of understanding life as it is going on today, in all of its complexity, through a knowledge of the economic, political, social, and all other forces that affect it. You get it by study, by reading, by contact with others, by actual first-hand experience. Use of it involves the ability to talk and write intelligently of what mayors and senators, Red Cross and charity workers, scientists and educators are actually doing and of their relation to life as a whole.

But to know and understand life thoroughly is a big order, and no one has been able to fill it. The picture is so complex that it has been necessary to develop men with a fairly comprehensive knowledge of the whole field and a specialized knowledge of one part of it. This is the prime duty of the school of journalism—not to pass out a lot of details of technique, but to guide youth on an exploring trip through the wide

land of knowledge and to aid him in integrating his past experience with what he discovers into a particular background pattern of his own that he can enlarge upon later. Unguided, planless wandering leads nowhere, as liberal arts colleges have recognized in setting up systems of "majors" and "minors."

Right here is the reason for, and justification of, courses in the technique of journalism. General lectures and instruction alone are inadequate. The student must have some means of assimilating the principles he is learning through definite exercises, and he must see how they work in actual practice. Once he masters them and correlates them with facts in one field, he can do the same thing with other principles in another. Having never accomplished it even once, he is at a loss in attempting it at all.

For example, take the introductory course in journalism. What does it do? It turns the student's attention to the highly organized business of journalism and the part it plays in the whole structure of society. The course in news writing does more than drill the student in the standard news story forms—it becomes a constant attempt to teach correct, literate, simple writing that will appeal to readers. The course in news gathering outlines a system of news runs, but it also becomes a study of the actual political, economic, and social organization of typical communities—together with the application of psychology in dealing with individuals the reporter must meet.

**B**UT to this classwork and lecture work must be added practical newspaper work under expert guidance. The amount must be governed by the inroads it makes on the student's proper reading and reflection in his more important background courses, always keeping in mind the great synthesizing power of practical exercises. No better test of journalistic aptitude has been devised than the news story, for readers criticize its style, its accuracy, and its completeness. The sins of the writer are laid bare to the world, and he must answer for them.

With a stout framework for an extensive and varied background erected, with his own particular field already partly mastered, and with some knowledge of what place principles occupy in actual practice, the student is ready for his first job. It will be a humble one, but he will be able to appreciate its value to the newspaper and the community and he will be ready to learn the things he must know to be of greater service to his paper. He will thus be ready to rise, as he learns through experience and study, to the positions of greater importance where he becomes more than a recorder of facts in their true proportion and assumes the direction of that recording or the interpreting of those facts.

This is the ideal. Schools of journalism have been working toward it for thirty years. They have not yet arrived. But their slow progress is as much the fault of the newspapers as of the schools themselves.

Editors weren't agreed in the beginning. Many saw only relief from the duty of training reporters to write and copy editors to build headlines. They didn't always remember that a good man on one paper in one town may need some time to learn the ways of another paper in another town. They forgot that every paper has its likes and dislikes, its policies and taboos. They didn't take the trouble to realize that the journalism school can't do much more than prepare the student to find his way around in a newspaper office and in a community, acquaint him with the services he will be expected to give, train him under one set of rules, and render him more able to adapt himself quickly than he would be otherwise.

Teachers have not always been able to see the problem as a whole. Witness the number of journalism textbooks that deal with the practices of two or three offices and ignore all others. Many early teachers were English professors who saw only the writing side, while others were practical newspaper men who were concerned only with technique. Today there is a pronounced leaning toward the mingling of academic and practical viewpoints into a broad professional outlook.

Many important criticisms of journalism schools remain to be met. Not all of the 1,100-odd graduates of this year are qualified by temperament or ability for journalism. Entrance requirements need strengthening, and the unfit must be weeded out all through the training years by shaping the course so it will demonstrate their unfitness.

Mr. Williams found that only one in a hundred journalism graduates he has tried has stuck, and his colleague at Minneapolis found not a single sticker in "scores and scores" he had tried. Why? The question cannot be answered generally, nor is it necessarily an indictment of journalism teaching. Some of them failed to qualify; others went to larger papers; others

left city journalism to become editors and owners of small papers; probably a few who were qualified decided newspaper work was not to their liking.

Despite their faults, journalism schools have contributed much to modern journalism. I can name young graduates publishing highly creditable and successful papers, and others holding key positions on important newspapers. The smaller papers owe to journalism graduates improved appearance, better presentation of news, and more complete reporting of local news. Probably it is true that they have gained more than the larger papers, but they had more to gain. The big dailies, commanding the best talent, have advanced far—and with their large staffs they have virtually conducted their own training schools.

The future depends on close cooperation between the newspaper business and the schools. Changes and improvements will come not with addresses by teachers to gatherings of publishers nor of editors before meetings of teachers, but from discussion between influential men of both groups around the council table. There must be actual analyses of what has been accomplished and of what is needed in the ever-changing newspaper field. Then judgments must be formed and put into effect.

### What the Editors Said

Condensed from the report of the A. S. N. E. committee on journalism schools:

"Journalism is under grave obligation to put its cultural level high."

"Among editors one school of thought wishes journalism schools to graduate men whose aspiration is to be good police reporters and expert copyreaders. A majority of your committee feels this attitude is too utilitarian, unconsciously too selfish, to be acceptable."

"The second school, and the one with which your committee finds itself allied wants the departments of journalism to turn out men capable of rising to great newspaper power, equipped to use that power intelligently."

"Journalism graduates, as a body, in competition in the newspaper offices merely hold their own."

In addition S. M. Williams, who read the report, said, "Your committee is of the opinion that schools of journalism today are in themselves remiss for the kind of unsatisfactory product that is being foisted on newspaper offices throughout the country. In the office of the *Pioneer Press*, out of an average of 20 per year we take on to try out, there remains after five years of experience just one."

"All other elements being equal, one who enters newspaper work via college journalism will give, in my opinion, a decidedly better performance than one who enters through another route. This doesn't mean that college journalism will make newspaper men out of persons who lack aptitude any more than a medical school will make physicians or a law school lawyers. What the school does is to give the beginner a precious bit of the 'know-how' at the kick-off, but the big part is to be learned. I strongly urge, however, that the student provide himself with a liberal background of arts and science before turning to the more specialized journalistic courses, for that knowledge is the really vital stock in trade, after the ropes of journalistic technique have been learned."

GEORGE B. PARKER, Editor-in-Chief,  
*Scripps-Howard Newspapers.*

# Printing the News in Mexico City

Speed Is No Fetish With the Press of the Colorful Capital to the South of Us

By THEODORE ALLEN EDIGER

THE President of Mexico has been shot in the jaw a few hours after his inauguration to succeed a chief executive who has just completed the term of an assassinated president-elect. He is in the hospital, and the new First Lady, also wounded by the would-be assassin, is at her home. The assailant, a young Mexican, is under arrest.

The shots were fired at noon as the presidential party was leaving the National Palace, where it had gone immediately after the inauguration ceremony.

It is three o'clock in the afternoon, and there is no undue excitement in Mexico City. There are no extras on the streets. Rumors are spreading that the new president has been shot, but few will believe them, since they have heard similar rumors nearly every day for the past month. The foreign correspondents are banging away at their typewriters, some of them in the Mexico City cable office, and others in the club rooms of the Foreign Correspondents Club. But there is a censorship on the outgoing cables, and the story cannot be cabled outside the country. A few of the correspondents serving very large papers or news services are telephoning the news to New York. The foreign correspondents appear to be more excited about the matter than the local newspaper men.

At 3:15 *El Universal Grafico*, a tabloid and the only afternoon daily in Mexico City, is due on the streets. But it does not appear. It is being held up until the reporters can get the story of the attempted assassination of the president. It finally makes its appearance around 4:30. "President Ortiz Rubio Is Shot" is the modest banner across the front page, no larger than the usual streamer in that position. Under this head, in small type, is the notation "Story on Page 9!" On Page Nine there is a column and a half, under an ordinary headline, about the shooting.

Barefooted, overalled "chamacos" with bundles of *Graficos* are on every street in the heart of the city. Barefooted peon women on street corners have dumped a stack of *Graficos* carelessly on the stands. Instead of excitedly shouting "Un atentado contra el

Senor Presidente!" the newsies merely cry out their usual monotonous "Grafico, Grafico, El Universal Grafico!" Persons who buy the *Grafico* get their first information that the president has really been shot when they read the headline.

That is the way the Mexico City newspapers covered the attempted assassination of President Pascual Ortiz Rubio. Of course, the morning papers covered the event more fully, with large front page headlines, but that was about twenty hours after the thing happened.

An amateur photographer, who happened to be on the scene when the shots were fired on the presidential car, snapped the youthful would-be assassin as he was being escorted to the police station. It was a poor picture, but since that was the only photo of the culprit available for the morning papers it was "doctored up" from the nose upward and the artist's conception of Daniel Flores was published in the second section by *Excelsior* and *El Universal*, the two standard-size morning newspapers of Mexico City. It developed that this "artist's conception" was not very good, since when a full-fledged photo of Flores was obtained by *El Universal Grafico* several days later it showed the gunman to be a much handsomer young man.

THE leading newspapers of Mexico are *Excelsior*, and *El Universal*, standard size morning papers; *La Prensa*, a morning tabloid, and *El Universal Grafico*, a tabloid with both morning and afternoon editions. *El Nacional Revolucionario* is also a standard size morning paper that doesn't cut much ice, but members of its staff contend that it will come to the front now with the advent of the new administration, which the paper has been vigorously supporting. An afternoon tabloid, *La Tarde*, has been appearing spasmodically, but I have not seen it on the stands for the last month or so. There are also a few political sheets, which no one seems to read. A daily that should not be overlooked, however, is *Boletin Financiero*, a tabloid-size financial sheet that is sometimes called "the Mexican Wall Street Journal." The *Mexican Times*, an English language daily, recently failed a few months after its initial appearance.

The Mexican reporters are alert, clean cut, and





agreeable. Many of them are really clever writers, and some of them do magazine writing—what little they can do in Mexico—in addition to handling their regular beats. But Mexican dailies publish only one edition a day, and thus the zip and bustle of the American metropolitan newspaper is unknown south of the Rio Grande.

Reporters' salaries range from six to ten pesos a day, the average is about eight pesos a day, or nearly \$4. Thus the average stipend only comes to about \$25 a week, American money.

*Excelsior* and *El Universal* publish one page in English every day. The *El Universal* English editor, A. Glyka, is an Englishman, and Jack Starr-Hunt, English editor of *Excelsior*, is an American. Starr-Hunt is also the Mexico City correspondent of the New York *Herald Tribune*, the *Wall Street Journal*, the Los Angeles *Times*, the Kansas City *Star*, the London *Morning Post*, the *Christian Science Monitor*, and a string of border dailies.

THE Mexico City standard size dailies are highly departmentized. The "jefe de redaccion" or "editorial chief" would correspond to the city editor on American dailies. At the head of the copy desk is the "secretario de la redaccion," who with two assistants edits all the city copy. There are also a cable editor, a telegraph editor, a sports editor, an English editor, and a society editor.

The cable desk handles the copy that comes from the news services, including the Associated Press, the United Press, and the International News Service. Since the cable editor receives all of this copy (with the exception of a small portion that comes from Spain) in English, one of his staff must translate all of it into Spanish.

One page in the papers is always devoted to news from Mexican cities outside the capital, which is all sent by special correspondents, since there are no A. P., U. P., or I. N. S. correspondents in interior points of the republic. The field, however, is completely and efficiently handled by the special correspondents.

The front page

consists of the important news of the day, with the exception of crime news. The front page makeup is in my opinion better than that of most American metropolitan dailies, or would be if a few pictures were displayed on it to advantage. Large type heads, which, however, do not seem "glaring," are used, and they are balanced in a complicated but effective manner.

Using *Excelsior* as an example, "vamos a leer," or "let us read," through the paper. The second page is always the cable page. Two inside pages are always devoted to theater advertisements. There is a complete picture page every day, with excellent local news photos, which are very poorly reproduced. And there is an excellent editorial page.

The first page of the second section is always devoted to crime news. Here are some recent examples of the banners that appear on this page: "Young Girl Sold for Only Fifteen Pesos," "We Are Threatened by a Huge Invasion of Chicago Gunmen," "Black Crime in a Suburban Cabaret," and "Scandalous Murder by a Deceived Wife."

The inside of the second section consists of two society pages, the national news page, the classified ad pages, and on Monday the sport pages. The Mexico City papers have sport pages only on Mondays, because the bulk of the sports in Mexico takes place on Sundays. *El Universal Grafico* maintains a daily sport department, but makes no attempt to cover the field thoroughly on its small tabloid size page, much of which is usually filled with lessons in playing chess. *Excelsior*, however, is at present planning a daily sport page.

Here is a typical Mexican news lead, which appeared recently: "Yesterday we were informed that the federal deputy of the state of Queretaro, Senor Fernando Escamilla, was severely injured by a shot upon leaving his house. In this atrocious tragedy the principal figure was a young woman."

In two previously published articles on Mexico, Theodore A. Ediger and Tom Mahoney told what it is like to be a foreign correspondent in the picturesque republic across the Rio Grande in peace time and in war. "Telling the World About Mexico," and "Reporters to the Rebels" appeared in the April and May issues. The accompanying article deals with the press of Mexico City; it names and characterizes the city's newspapers, touches on the men who gather the news and the salaries paid them; and pictures what happens when a big story breaks. Ted Ediger, author of the article, corresponds for several American papers.

Mexican newspapers make a practice of calling persons arrested for crimes "unscrupulous murderers" or "black criminals" even before the accused have made a statement. There are never libel suits in Mexico!

# "I Used to Be a Newspaper Man Myself"

This Reporter Would Ruthlessly Stamp Out the Ex-Journalists  
Who Cannot Prove Their Claims

By FRANK S. NUGENT

ONE of the most interesting phenomena of newspaperdom is the great number of persons a reporter encounters who confidently, leeringly, boastfully, understandingly, or modestly proclaim, "Oh, so you're a reporter. You know, I used to be a newspaper man myself." Generally they add, "That was before your time, I guess."

When I was very young in the profession (a school of journalism warned me against calling it a "game") I met this statement with a broad grin and a hearty handshake of fellowship.

"Here," I thought, "will be a man who can tell me briefly the things I want to know; who will understand my questions and do his best to help me get the facts."

Alas for the optimism of youth. Now, a "veteran" of nearly twelve months experience gathering "All the News That's Fit to Print," if there is any person whom I avoid in my working and in my few leisure hours it is pests of this type.

Most of these "ex-newspaper men" have sunk far below their professed former calling, though here and there I have found some who actually seemed respectable. These, in most cases, were even worse nuisances than the others because it isn't possible to rebuff them so easily or treat their fatal confession with proper cynicism and scorn.

As an example of this genus, consider the case of a rather prominent New York physician. I blundered into him at a recent meeting of the Academy of Medicine. The meeting had begun late, which was unfortunate because the health commissioner was making an announcement of real news interest.

This medical ex-scribe had attached himself to me early in the evening. He took great pains to point out every pungent quote the commissioner dropped and, when I differed, shook his head sadly and argued the point. To quiet him and permit the rest of the commissioner's speech to filter through, I eventually decided to jot down the desired notes. When I rose to leave, he asked me to read my notes so he would know what I was going to write. I was sorry

to disappoint him but edition time was near. As I left he slapped me on the back and remarked:

"Any other time I can be of help, give me a call. Here's my card."

I chewed it to bits riding down to the office.

AT a Salvation Army prayer meeting, a 300-year-old bum saw me taking notes, staggered over, and turning his gin-laden breath in my direction insisted on shaking hands with one of the "press boys" because, as he explained (quite unnecessarily) he used to be a newspaper man himself. I asked on what paper.

"Most of 'em," he replied, waving an uncertain arm in a gesture which took in north, east, west, and south.

Two ministers and a rabbi have called me "brother" and at the same time showed entire ignorance of all newspaper practice. Yet they were newspaper men once, so they said, and who would doubt a clergyman?

A greasy sub-politician glibly reeled off the names of my editors and former editors for many years back. He called them by their first names, too, which impressed me not at all. I asked in what department he had earned his fellowship with the gentlemen of the press. He ducked the question. Later I discovered he had been a copy boy who had been fired, by the way, for annoying the sports department for passes. Another newspaper man!

There is no need to multiply instances. Among the other "ex-scribes" I have been unfortunate enough to meet were a petty crook, a street cleaner, four ham actors, a photographer, five lawyers, three policemen, a hotel manager, three taxi drivers, six speakeasy proprietors, and 7,463 press agents. In no case did I discover a clear claim to the boasted title. Nor could I discover what impelled any to be so proud of his earlier journalistic connection.

What's the answer? A society for the prevention of used-to-be newspaper men, perhaps with the solemn duty of seeking out and chloroforming every individual male, or female, who professes membership in our profession but is unable to show a press card.



# Better Brains Better Trained

Schools of Journalism Will Always Find a Market for a Quality Product, Thinks Ward A. Neff

Reported by ALBERT W. BATES

**H**OW many college journalists can newspapers and other publications take into their staffs annually?

Are publications nearing the saturation point as markets for the product of the schools?

These questions and others of their kin, always in the foreground when the annual flood of journalism graduates is loosed on America's doubting but optimistic publishers, have received more than ordinary attention in recent weeks.

Business depression always reveals surpluses which were not known to exist, thinks Ward A. Neff, publisher of the Corn Belt Farm Dailies and Past President of Sigma Delta Chi. More discussion of the widely predicted saturation point is prevalent this year, he feels, simply because conditions were bound to create surpluses by reducing demand.

The occasion was Mr. Neff's presence as guest of honor at the University of Missouri's annual Journalism Week in May. Seventeen years after his graduation from Missouri, the directing head of the Chicago *Daily Drivers Journal*, the St. Louis *Daily Live Stock Reporter*, the Kansas City *Daily Drivers Telegram* and the Omaha *Daily Journal-Stockman* returned to receive one of three medals of honor granted to individuals, the first ever awarded by the world's first journalism school. He was cited for "leadership in agricultural journalism, for vision and service in promotion of professional ideals through journalism organizations, for encouragement of journalistic education, and for unswerving devotion to the principles of good journalism."

Mr. Neff devoted the major part of his address to the subject of journalistic education and the problems facing the graduate seeking the proverbial "right start."

"Unemployment is merely evidence of surplus man power," he said. "Many newspapers and magazines have been laying off rather than putting on help and this year young journalism graduates may find it difficult to find positions. It would be unfair, however, to judge journalism's future need of personnel by conditions today."

"One solution of the problem of excess production is closer selection at the source—elimination of students found unfit for journalism before they have progressed too far with a specialized education. I know of one journalism professor at the head of a

very young institution who is doing that and I admire his courage, for he might be expected to do everything possible to swell attendance. But I think his policy is sound.

"The gentleman who presented the report of the committee on schools of journalism before the American Society of Newspaper Editors was quoted as saying that several publishers had found that journalism graduates show no greater aptitude for newspaper work than other men tried. That was an unfortunate experience. Since all of these publishers were from one city and a school of journalism is located in that city, it might be suspected that the school of journalism there was to blame. I doubt that that experience is generally true. It is not my experience, and too many newspapers are using college trained men and women in jobs formerly held by others to bear out the contention that they are no more likely to make good than those with no journalism training."

**M**R. NEFF finds a direct comparison between the output of commercial factories and schools of journalism. He declared:

"This point has a very direct bearing on the ability of the profession of journalism to absorb the annual product of the schools. There is a tremendous 'replacement market' for journalism graduates just as there is for many commodities. For years automobile manufacturers feared that the 'saturation point' for their product was near. Today, barring ups and downs due to business conditions in any one year, they are making more automobiles than ever before."

"A quality product can always be marketed. There may be reason to fear the 'saturation point' in the production of journalists if only average quality is to be turned out, but for years to come there will be a big field for replacements on newspapers and publications of every description if the schools of journalism will send out men and women of higher educational attainments."

The question of absorbing the product really resolves itself into the question of what kind of journalists the colleges should turn out, it seems to Mr. Neff. This, he observes, is a principal topic discussed by newspaper men in speaking of schools of journalism. In his own words:

"I am frank to say that I am one of those who think that newspapers and periodicals need workers with

(Continued on page 16)

# The World's Fastest

Seconds After the Stories Break, This Organization

By LEWIS B. REYNOLDS

**F**ROM time and place of origin to delivery to the ultimate reader, what is the fastest news service?

The A. P.?

No, sir.

United Press?

Guess again.

Well, how about the I. N. S.?

Three times and you're out.

Gentlemen of the press and allied professions, the world's fastest news service is one that you may never have heard of unless you happen to have—

(a) Worked on the financial page.

(b) Dabbled in the stock market.

For the New York News Bureau Association, a highly specialized financial news wire service, operating either directly or through subsidiaries halfway around the globe, can and regularly does beat competitors of all descriptions in its own field of financial news, laying scoops down for the man in the street to read only a matter of seconds after the original stories break. During the terrific crack in the market last fall, the New York *Herald-Tribune* editorially characterized the type of service rendered by the News Bureau as "the most hair-trigger news coverage to be found anywhere in the world."

Before this correspondent joined the staff of the News Bureau he had an idea that he knew what speed in news coverage and publication meant. He had broken in as a cub under an afternoon daily city editor who habitually hurdled his desk instead of going around it and whose hands were calloused from yanking the copy in short takes off the city room typewriters. Later years with the A. P. and as a publicity man arranging for spot news coverage convinced

## Split Second Dispatches

Speed, speed, speed. . . . Dash out and get the dope on this yarn. . . . Shoot the facts. . . . Make the edition. . . . Write it in takes. . . . Boy! Here, boy, get the lead out o' your feet. . . . Run a pencil through this. . . . Slap a head on it. Oke. . . . Shoot it. . . . Set it up. Hey, proofreader. . . . Lock 'er up. . . . Let 'em roll. . . . Speed, speed, speed.

Newspapers work under pressure these days, and what happens in gang-ridden Chicago at noon sells papers in Detroit before three o'clock. Yet this is slow business, after all. Compare it with the records cited in the accompanying article, which deals with a news service few know about but a news service that is unique. Partly through its set-up, partly through the temper of the men who built it, and partly through possession of the fastest news tickers yet in practical use, the author says, it has consistently maintained almost unbelievable records in gathering, transmitting, and publishing financial news in a minimum of elapsed time.

Lewis B. Reynolds, writer of the article, is a California Sigma Delta Chi of the class of 1924. He joined the News Bureau a year ago, after three years as publicity man at California and various periods with the *Oakland Post-Enquirer*, the *Oakland Tribune*, and as correspondent for the *San Francisco Chronicle* and the *Associated Press*.

him that the Big Three in the wire service field covered and distributed the news just about as fast as anyone was ever going to do it.

Then he went to work for the News Bureau and learned what real speed is.

**T**HE securities markets of the world are very sensitive structures, instantly responding to the shifting tides of favorable and unfavorable news, gossip, and statistics. Literally, time is money to those who do business on the great exchanges. He who learns first profits most, and he who learns late or not at all gets the short end of the bargain. Obviously, there is a demand here for an organization that can be relied upon to gather financial news as soon as it breaks and get it to interested parties—

brokers, speculators, investors, and others—in the shortest possible time.

Consequently, long before the era of telephones, typewriters, and tickers, an enterprising individual in the Wall Street district in New York undertook to collect and distribute financial news to subscribers by the then fastest method—dispatches delivered at intervals throughout the day by the hand of runners. Stock and bond brokers, bankers, investment dealers, executives, large investors, speculators, newspapers with a clientele interested in securities—these were and still are the chief subscribers. Later, broad-page electric tickers were invented that could be installed in subscribers' offices and operated from a central office, printing the news simultaneously on paper two or three times as wide as adding machine tape.

But let's sit on the desk for a few minutes and see

# Fastest News Service

Organization Puts Them in the Reader's Hands

VIS B. REYNOLDS

how the News Bureau handles a typical story demanding high-speed treatment.

In an office on lower Broadway stands the News Bureau man covering the Mammoth Copper Corporation. He is young and well-dressed, as are most of the other newspaper men waiting with him. Opposite the group a uniformed guard stands watch at a mahogany directors' door.

The door opens, and instantly the news men precipitate themselves upon the secretary and his bundle of mimeographed releases. The News Bureau representative retrieves a copy. One glance at it and he calls a few words to a confederate stationed at the door of another room. The aide-de-camp repeats and a third man seated beyond at a telephone abruptly terminates his conversation.

"Mammoth Copper and Mexican Mines to merge," he announces, then listens for more, which is relayed to him in a succession of curt, pithy sentences telling the full outline of an amalgamation just approved by the directors of Mammoth Copper and involving millions of dollars in producing and manufacturing properties throughout North and South America.

In the News Bureau's head office at 32 Broadway a youth sitting at a telephone next to the city editor suddenly shoves the instrument at his chief. "Flash!" barks the city editor as he scoops the receiver to his ear.

At the desk man's elbow a wire operator slips into his seat at the Morkrum and cuts out the automatic tape, which had been sending the regular file north and south along the Atlantic seaboard and west to Chicago and beyond. "FLASH" he taps out on the keys in caps. Across the desk another operator, seated at a circular keyboard controlling hundreds of automatic electric news tickers in the New York area, breaks off in the middle of a line and spaces up.

"Mammoth Copper and Mexican Mines to merge," says the city editor, taking his lips away from the transmitter for a moment.

"MAMMOTH COPPER AND MEXICAN MINES TO MERGE," the Morkrum operator taps out to Boston, Baltimore, Atlanta, and the rest.

"MAMMOTH COPPER AND MEX-

ICAN MINES TO MERGE," the broad page news tickers hammer out in subscribers' offices, from Brooklyn to the Bronx, up in Yonkers and over in Jersey.

In cities north and south, east and west, News Bureau desk men in division offices hear the break in the regular rhythm of the Morkrums, take a quick glance at the copy coming over and call "Flash!" in turn to their keyboard men operating the local circuits.

Twenty seconds from the time that the first announcement of the merger was released at the office of the bankers who arranged the deal, the News Bureau tickers have begun to publish the news in New York and the metropolitan area. A fraction of a minute more and the bulletin begins to unfold to subscribers in Detroit and Cleveland; in Pittsburgh and Philadelphia; Chicago and St. Louis. "Ten seconds from Wall Street" means just that to broker subscribers, to whom news of an important merger may be the signal for the instant execution of scores of buying or selling orders on the New York Stock Exchange. It is fairly safe to say that on big news which commands clear wires and the right of way, the News Bureau maintains a consistent average of less than sixty seconds in gathering and publishing news instantly available to thousands of readers in scores of cities and towns from one end of the country to the other.

Beat that record if you can!

THOUGH speed is one of the essentials in the financial news service field, there is another equally as important. When the investment of many millions of dollars daily is predicated to a large degree on the reports carried by the news ticker, accuracy becomes a cardinal principle. Errors are high crimes that cannot be glossed over; if the news agency is to retain its reputation it must *never* be wrong. Subscribers demand the almost impossible combination of lightning speed plus unfailing accuracy, and expect complete stories—not outline sketches.

Because the News Bureau stands in the high regard of brokers, investment dealers, bankers, and others who influence the buying and selling of large quantities of securities, editors must be eter-





nally on their guard against propaganda. The news tickers have come to be believed without question; market-riggers, questionable operators and plain crooks therefore make every effort to plant their specious "news" on the tape. At the same time, other individuals and organizations make attempts to suppress information of genuine news value because it is to their pecuniary interest not to have the facts publicly known. Between these two pitfalls every News Bureau division editor must steer a steady course. Melvin J. Woodworth, now president of the New York News Bureau Association and an old hand at the game, laid down the law to the whole staff in these words:

"Have but one policy in respect to the news, and that is—print it.

"Have but one policy in respect to propaganda—ignore it."

**W**HAT are the advantages and disadvantages of working for a financial news service? Well, I'll try to give a brief summary. (And this applies in general to all organizations in the same field as the News Bureau.)

The disadvantages first: The work is highly specialized and is apt to lack the variety that many daily jobs have. Financial news men are likely to put in more actual work per hour. They must keep constantly in touch—they are responsible for the beat or news sources assigned them and have the roof around their ears if they are scooped as much as one minute.

The advantages: Remuneration is more than the average paid on dailies in the same city for men of like qualifications and experience. Working conditions are usually good, hours regular, and there is little or no night work. Five and a half days constitute a working week, and stock exchange holidays are also generally observed. There are ample opportunities for advancement either in the financial news field itself, which has grown tremendously in recent years, or in allied lines. And not least, many find their position brings them legitimate information that pays good dividends when turned to account in investment or speculative channels.

Financial news agency work requires certain qualifications of its men that are not always necessary in less specialized fields of journalism. In addition to the attributes that any good reporter should possess, News Bureau men must be able to meet and mix with men of large wealth and interests and little time for trivialities; must be able to question and cross-examine in such a way that they will get the ultimate in facts and opinion without arousing antagonism and a consequent flat shut-down on information. They must



be able to project the future on the basis of presently known facts, and in writing stories must be able to intimate possible pending developments without transgressing the bounds of definitely ascertained information or au-

thorized opinion. Training must include a thorough grounding in the fundamentals of corporation finance and accounting, so that mere figures of earnings, statements, and balance sheets and the cut-and-dried remarks of annual reports can be translated into understandable and accurate analyses of present and future prospects.

It requires no great perspicuity to realize, on the basis of the foregoing, that financial news services are not manned by ex-police reporters with grammar school diplomas. Men with college educations or the equivalent are the rule rather than the exception, not only on the News Bureau, but also on practically every other financial news service or publication of any importance in the country. It is one branch of human endeavor where even the hardest-boiled I-worked-my-way-up-from-the-bottom boss will never hold your university degree against you. In the division office of the News Bureau to which I am attached the entire news and business staff is composed of university men, among them two representatives of Sigma Delta Chi.

If this story has inspired any reader of *THE QUILL* to begin thinking about applying for a job with the News Bureau, let me, ere we part, gently but firmly remind him that in return for his good stipend and abbreviated hours he will be expected to put in more serious licks than the city editors of most dailies would ever think of demanding. The fastest news service in the world didn't get that way by accident.

When billions of dollars in quoted values were being wiped out in the stock market break of last fall, and the volume of trading was so heavy that the New York Stock Exchange tickers were hours late in reporting transactions, the News Bureau jumped into the breach and quoted prices of the leading stocks direct from the floor of the exchange—the latest and most accurate prices generally available to the public and most brokers. And at the same time the News Bureau tickers continued to carry the regular file of news, added to the voluntary burden of quotations. Again the News Bureau flashed to a panicky country the first news of the bankers' meeting at J. P. Morgan & Co.—the news that finally stopped the wholesale dumping of securities. No, mister, it's everlasting vigilance and super-coverage that makes such a service possible; if you go with the News Bureau you'll learn speed in reporting if you're fast enough to stick.

### Fraternity Opens Eastern Office

Sigma Delta Chi now has an administrative office in the East as well as in Chicago, since New York headquarters have been opened in Room 1700 on the mezzanine floor of the *Editor and Publisher* suite, which is on the seventeenth floor of the Times Building, 42d and Broadway, New York City. The office was formally put into service on the fraternity's twenty-first birthday.

To James Wright Brown, owner and publisher of *Editor and Publisher* and a national honorary member of Sigma Delta Chi, goes the credit of making possible the establishment of the Eastern branch office. Mr. Brown first offered the fraternity floor space for a New York headquarters several years ago, but national officers at that time were more concerned with the problem of a central office for the whole organization. International headquarters has now been permanently located at Chicago and the next step was the establishment of the New York office.

It is expected that the New York office will relieve Chicago of much of its work in the East, that it will serve efficiently in representing the advertising department of THE QUILL, that it will supplement the work of the Personnel Bureau, and that it will greatly aid the alumni secretary in developing a strong, cohesive alumni body in the East.

John E. Stempel (Indiana '23), secretary of the New York chapter, will be in charge. Stempel has given liberally of his time to the fraternity in the last three years, and national officers feel that with such a devoted member conducting the business of the office it will rapidly become an important factor in the fraternity's advancement.

Two past presidents, Donald H. Clark, publisher of the *Mid-Continent Banker*, and James A. Stuart, managing editor of the *Indianapolis Star*, who witnessed the opening of the Chicago office, were also the first to see the New York office in operation.

### Florida Students Get Real Newspaper Experience

Students in the news writing and reporting class of the Department of Journalism at the University of Florida are getting experience in real newspaper work along with their classroom instruction. The entire class of fifteen students, most of them juniors in college, does its share each day in publishing the Gainesville *Daily Sun*.

Shortly after the beginning of the present school year, Harry Brown, editor of the *Sun*, offered students in the news writing class the privilege of covering city stories, correcting copy, and reading proof. Brown and Professor Elmer J. Emig, head of the de-

partment, worked out a plan whereby every student has his daily assignment.

Carey Thomas, city editor of the *Sun*, posts a daily assignment sheet, and every student is held responsible for the work assigned him. Carbon copies of stories are turned into the journalism instructor so that in case a story is killed, the reporter gets credit for having covered the assignment. The copies also form a basis for personal instruction of each student by the professor.

Students keep scrap books containing clippings of all stories published and any proof read. These the instructor checks to determine what progress is being made by each student in the writing and handling of stories as well as the mechanical features of correcting proof.

Several students are far enough advanced in newspaper work to relieve the desk men and the night editor each week.

The plan has proven a success for both the paper and the students. Not only is the city staff of the *Sun* supplemented, but also the students gain professional experience bearing out points they are taught in class from day to day.

Since the plan was instituted last fall, every term of court has been covered by a journalism student. The police beat, the court house, and the city hall have been standing assignments for some student. The citizens of Gainesville have cooperated fully with the paper and the students, and much satisfaction has been expressed over their work.—W. Layton Dinning.

### Williams Made Missouri President

Dr. Walter Williams, under whose leadership as dean the School of Journalism of the University of Missouri has become noteworthy, became acting president of the university June 5, succeeding Dr. Stratton D. Brooks, resigned. On the same day Professor Frank L. Martin, his assistant for many years, became dean of the school. Dr. Williams' appointment is to become permanent at the end of the year.

The new president has been in journalism since he was fifteen. Beginning as a printer's devil, at twenty-three he was editor and part owner of the Boonville (Mo.) *Advertiser* and president of the Missouri Press Association. In 1908 he was placed at the head of the School of Journalism, after long newspaper service.

Dean Martin was the first professor of journalism at the school, having served since 1908 when he left the *Kansas City Star* to accept the appointment. He is a graduate of the University of Nebraska.

President Williams is an honorary member of Sigma Delta Chi. Dean Martin is a former editor of THE QUILL.

# THE QUILL

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## Let's Investigate

IN the office of the *Pioneer Press* of St. Paul," said S. M. Williams, editor of the *Pioneer Press*, to the American Society of Newspaper Editors, "out of an average of twenty (journalism graduates) per year that we take on to try out, there remains after five years of experiment just one."

Gosh. That's pretty bad. The inference is that schools of journalism offered to the *Pioneer Press* one hundred graduates and that he found just one satisfactory.

This, we might explain, is part of Mr. Williams' verbal report following his reading of the written report of the Society's committee to investigate schools of journalism.

The Society is strongly interested in schools of journalism. It's going to follow them pretty closely during the next few years. It found out, last year, that schools of journalism are young; that teaching practices are not uniform; that most schools of journalism don't give the students enough opportunity to acquire a cultural background. The report on the whole was kindly—sympathetic. THE QUILL agrees with its major points.

But THE QUILL can't believe the implication in the statement at the head of this editorial. It's an unscientific statement. It doesn't mean much unless it's investigated. So we suggest to the Society's committee on schools of journalism an investigation to discover what has happened to the ninety-nine graduates who left the *Pioneer Press*.

The investigation might follow this outline:

First: How many of the ninety-nine young men left of their own free will and how many were fired?

Second: How many are still in journalism and how many have left journalism?

Here the investigation will take two lines. First it will deal with those who have left journalism. It will discover—by learning how much money the young men are making and how they are regarded by their employers—if they are succeeding in their new work. If they are succeeding in their new work, it's a reasonable supposition that they might have succeeded in journalism had they decided to stick to it and give it their interest.

Second, the investigation will deal with those remaining in journalism. It will discover what papers they are on, what jobs they are holding down, how much salary they are getting, how they are regarded by their managing editors; if they own their own papers, how they are getting along.

Finally, the committee will ask those remaining in journalism why they left the *Pioneer Press*.

Some will answer: "We wanted to travel. We wanted to get experience." Others will say: "We had a chance for advancement and we took it." Some will frankly admit: "We were fired."

And some may have found the offices of the *Pioneer Press* not to their liking. And that, to Mr. Williams, might be the most valuable part of the investigation.

Any employer, no matter how good his plant is, could learn a great deal from the men who have left him.

## Masefield Isn't Dead

IS John Masefield dead?" a journalist asked us some weeks ago.

"Don't know that he is," we said. "If he is, it wasn't in the papers, was it?"

"I never saw the obit," the journalist said, "but the other day I saw an allusion to him in the papers, and it spoke of him as the late John Masefield. If he isn't dead, how did that happen?"

"Some dumb copyreader," we hazarded "took the dispatch, had a hazy memory of the name, decided Masefield must be dead, and stuck the word in."

"Must have been it," the journalist said.

It must have been. Anyhow, Mr. Masefield is now poet laureate of England, a post he deserves for *Sea Fever* and *Cargoes* without mentioning *The Everlasting Mercy*, *Dauber*, and such splendid narrative poems. Post mortem appointments, we're told, are virtually unknown. We hope our copyreader friend has noticed that Masefield isn't dead. We wish he'd get acquainted with him. Copyreaders generally need more poetry in their souls.



### They're Not All Dead

Quite a while back (in the *Saturday Evening Post* for April 26) Don Marquis said a number of harsh things about modern reporters. He said reporters nowadays are content to accept prepared statements without question, that they make no effort to ferret out the story behind the story, that they seem to have no idea that independent digging is possible.

Mr. Marquis asserts that in the old days reporters were reporters. When they went out to get a story they got it. Also, in the old days, city editors were city editors. If a reporter didn't get a story he got a new job driving a hearse or something like that. Moreover, says Mr. Marquis, reporters liked it—took pride in knowing what was going to happen before it happened and even made the story break if it needed a judicious tap or two. If somebody scooped them, they were broken-hearted; if they got licked on one feature today they took care to lick the other fellow on another angle tomorrow.

Mr. Marquis goes on: "The average second-rate and third-rate news-getter of those days was a better reporter than you'll find on the New York newspaper today. . . I have noticed that even the harmless, necessary interviewer, out after nothing hotter than a colorful personality sketch, doesn't seem to know his or her business these days. I usually have to write their stories for them, and sign their names to them."

Mostly Mr. Marquis is sad about the reporting of local news; telegraph stuff, he thinks, is better than it used to be. His explanation for the whole situation is that the World War crowded local copy off page one for so long that newspaper men forgot how to cover what happened at home. The result is that now all the best reporters work for the news associations or the magazines.

"I see newspapers everywhere that are specializing on this, that, and other things," Mr. Marquis concludes. "I think it would be a wonderful thing to see a paper pop up somewhere that specialized on reporting the news."

All of this is amusing, and maybe some of it is true. But we number among our personal acquaintances a reporter who was lucky enough to have Mrs. Evangeline L. Lindbergh "sewed up" as a news source long before her son hopped to Paris; another who dug up so much unusual material about Aimee Semple MacPherson's financial arrangements while she was in Detroit that the lady is very unlikely ever to come back; another who was assigned to find, in a city of a million people, the sender of a telegram signed with an assumed name—and found him; another who went out and covered a speech after the city desk had specifically told him not to bother with it and put the story on page one for four Sunday editions; another who made things so hot for a certain mayor that a movement to recall him resulted; another who—

But maybe Mr. Marquis is right about the great New York dailies and their staffs. We've been thinking of men who work on one newspaper in an overgrown Midwestern town.

## The Book Beat

### A Manual on Being Rough

YOU GOTTA BE ROUGH, by Michael Fiaschetti. Doubleday-Doran, New York. 1930.

Reviewed by GEORGE F. PIERROT

Sherlock Holmes had his stool pigeons. *Managia i piscetti*—he had, indeed. Plenty of them. But he didn't imperil his glory by telling you about them.

Michael Fiaschetti makes these assertions—Michael Fiaschetti, the 200-pound, solid-muscle, six-foot detective who for six years was head of New York's famous Italian squad. A detective of parts is this Michael Fiaschetti; he'll sing *Pagliacci* for you, or shoot you, depending upon which side of the law you're on.

Fiaschetti fires hot shot into the camp of the detective romanticist. Criminals, he convinces you, aren't caught by analyzing cigarette ashes, or by studying footprints with a microscope. The backbone of the detective system in America is the loose-mouthed, vague-eyed hanger-on in the corner pool-room, who keeps his ears open, and presently drifts into headquarters and spills his news. Every detective has his stools; usually he has something on them and makes them talk to avoid a jail sentence; they are as necessary to him as the blind man's dog; without them he would be helpless.

Reporters who have covered police beats will exclaim with delight at the accuracy with which Mr. Prosper Buranelli pictures Fiaschetti, and tells his story—sometimes it's a grim, blood-curdling story—for him. The book is worthwhile, important in its field. Newspaper men should read it. (*You Gotta Be Rough*, Doubleday-Doran, \$2.50.)

### Scoop

SCOOP, a novel by James S. Hart and Garrett D. Byrnes. Little, Brown & Company, Boston. 1930.

Snakes Shiel, star reporter, gets himself sent to the penitentiary for ten days for drunken driving, and there picks up tips that pardons may be bought by those with the cash and the entree. He proceeds to develop the story throughout the book, in a manner that is not always ethical but that runs pretty close to newspaper practice nevertheless. The yarn is written in city-room style, and it is likely to hold any news writer's attention. One recent reviewer called it the best newspaper novel since Ben Ames Williams' *Splendor*; if this is true, it doesn't reflect great credit on newspaper novels since *Splendor*. But, if you're looking for casual entertainment rather than edification, you'll find it not a bad book.

M. V. C.

### **Better Brains Better Trained**

(Continued from page 9)

greater scholastic and so-called cultural attainments—writers well educated in political science, economics, sociology, and history. Those are the subjects usually referred to by those who reprimand the schools today for spending too much effort on technical training, reporting, copy reading, and the like.

"Our publications, largely agricultural in nature and content, must ask each prospective employee first, not, 'How well can you write?' but 'How much do you know about agriculture? Do you understand the farmer's viewpoint because you were born and reared on a farm?' It means nothing to us if a man is a good reporter or a good writer if he does not have a background from which to write.

"Don't misunderstand me. I do not decry that training which is distinctly within the field of the school of journalism to offer. We want men, so trained, whenever we can get them. But the agricultural background and the farm viewpoint must come first. The quickest way for us to go out of business would be to publish editorials welcoming a drop in the price of pork or beef or mutton."

If to write intelligently about agriculture a person should have an agricultural background, why should not writers on other subjects be equally well equipped? Mr. Neff asked his student-faculty audience this question, and to prove his thesis he pointed out that almost all important news developments today require knowledge of the fundamentals of history, economics, political science, and sociology.

"Journalism by its very nature must ever play the role of educator," he continued. "It is inevitable and unavoidable. It will serve humanity well or poorly according to the standards and ability of its personnel. It is a problem—I think the chief problem—of the schools of journalism to raise to still higher levels the ability and character of our writers, editors, and publishers.

"The problem, however, is not wholly that of the schools of journalism. Responsibility also rests at the doors of the colleges of liberal arts in which journalism students receive much of their training. Mass production methods of the great universities must give way to more thorough training of the individual student. And as a corollary it is incumbent upon the newspapers that now seek better brains to offer adequate rewards to retain the talent developed."

Mr. Neff's citation by the University of Missouri, previously quoted, refers directly to his service to Sigma Delta Chi, which he began as an undergraduate. After helping to establish the Missouri chapter, he was elected an executive coun-

cillor in 1913. In 1922 he was named national treasurer and became national president in 1923, chairman of the executive council in 1924, and secretary-treasurer of the Quill Endowment Fund trustees from 1924 to 1930. He continues to serve in the latter capacity and is largely responsible for the establishment and rapid growth of the endowment fund.

Jay H. Neff Hall, the home of the University of Missouri's school of journalism, was a gift to the institution by Mr. Neff in memory of his father, a publisher before him.

### **A Few Working Tools**

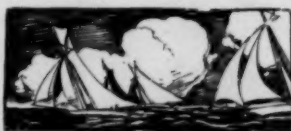
(Continued from page 2)

cessful in journalism. The great war correspondents, the inimitable Peglers and Irwins, the powerful and successful Ochses and McCormicks are not the products of some business school. But all of them had to begin somewhere. Given the chance to begin with a simple mechanical equipment, facility at recording and transcribing, the start would have been less fraught with difficulties.

There was a day when a newspaper office, to have the proper atmosphere, had to look like a glorified hog pen. Papers from knee- to ankle-deep on the floor, battered and dusty old roll top desks, stinking paste pots full of dead flies, ramshackle typewriters, inefficient business and advertising offices, composing rooms that reeked with filth, dark, dingy, dirty, ink-besmeared press rooms. Most of the newspapers looked the product of their environment. What is the situation today? The newspapers, large and small, are setting the example in their communities for cleanliness, efficiency, and progressive methods. Everything is mechanically efficient in a newspaper office today—that is, if the newspaper is making money and rendering a worthwhile service.

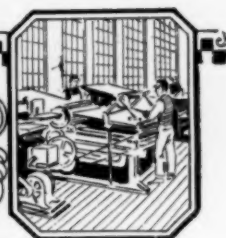
Why shouldn't the men who work on the papers be prepared to match the mechanical equipment of the newspaper plants? The old-fashioned flivver reporter pored laboriously over a few ragged penciled notes and then literally pounded out his copy with two fingers of one hand and one of the other—and got a well-pounded result. The modern newspaper man should be a sixteen-cylinder journalist able to turn out from full and absolutely reliable notes, copy as easily read as the printed page, and clear, emphatic, and entertaining as well.

And here I have written this at home on a fine new portable and have to take it down to the office to have my stenographer transcribe it. Efficiency!





## WITH SIGMA DELTA CHI AFIELD



SHIGEO SOGA (Missouri '29) is on the staff of his father's newspaper, the *Nippu Jiji*, Honolulu, Hawaii.

FRED D. BALL (Illinois '17) re-entered the University of Illinois at the opening of the second semester to work for his advanced degrees.

WILLIAM W. WILCOX, JR. (Indiana associate) is assistant editor of the Indiana edition of the *Chicago Herald and Examiner*.

CHALMERS NOOE (Oregon '29) recently left his position with the Eugene (Oregon) *Guard* to accept the position of advertising manager of the Bend (Oregon) *Bulletin*.

HARRY W. HICKEY (Columbia '24), after serving as Associated Press correspondent at Columbia, S. C., and as copy reader and fiction editor of the *Atlanta Journal* from May to October of last year, is now an instructor in journalism and English at Long Island University and editor of the *Orchestra World*, 1674 Broadway, New York City.

When you pick up your favorite magazine and read an article about colorful bathrooms or an article telling how bathrooms are getting bigger and better, the chances are ten to one that a Sigma Delta Chi wrote it because the plumbing publicity business is almost 100 per cent Sigma Delta Chi.

Norman J. Radder (Wisconsin '17), formerly national treasurer of Sigma Delta Chi, is publicity director of the Plumbing and Heating Industries Bureau, the national trade association of the manufacturers, wholesalers, and contractors in these two industries.

George L. Geiger (Wisconsin '21), who was editor of the *Daily Cardinal* while in college, is publicity director for the Kohler Company, Kohler, Wisconsin. He started his plumbing publicity work by writing for Governor Kohler when he campaigned for the office.

Nat S. Finney (Minnesota '26) is editor of the *Plumbing and Heating Industries Bulletin*, the official publication of the industries. He digs up articles telling plumbing contractors how to sell more bathtubs, lavatories, kitchen sinks—not to mention other products.

C. B. BLETHEN, JR. (Washington '28) is assistant city editor of The *Seattle Times*.

RAY KRINGER (Illinois '29) is now state editor for the Decatur (Ill.) *Herald*.

VERNON L. HEATH (Illinois '28) is night city editor of the Decatur (Ill.) *Herald*.

CLARK WATERS (Baylor '29) is employed in the publicity department of the Southwestern Bell Telephone Company at Fort Worth, Tex.

OSCAR LIEDING (Illinois '27) has been made national aviation editor of the Associated Press with headquarters at Washington, D. C. He was formerly science editor for the Washington bureau.

HORACE W. GOMON (Nebraska '28) has accepted the city editorship of the Norfolk (Neb.) *Daily News*, the world's largest country daily newspaper. He was employed by the Lincoln *Star* as a reporter for two years.

HARRY W. FRIER (Illinois '27) has been made assistant advertising manager of the Northwestern Railway. He will have charge of publicity and public relations for the railroad throughout its territory, which covers nine states. Frier handled the Northwestern account for McCutcheon-Gerson Publicity Service with such success during the last eighteen months that the post was offered him voluntarily.

RALPH D. CASEY (Washington) has been named chairman of the Department of Journalism at the University of Minnesota. Commenting on the appointment, the *Minnesota Alumni Weekly* says: "Professor Casey has had ample experience and training to fit him for his duties. There has been a steady increase in the enrollment in the department and there is reason to believe that the number of students desiring journalistic training will continue to grow. A strong man is needed at the helm. Professor Casey has several years of actual newspaper work to his credit and he has his doctor's degree in political science."

MALDEN JONES (Illinois '29) has been on the staff of Springfield (Ill.) *Illinois State Journal* since the early part of January.

HARRY DUTTON (Oregon '28) has been called to report for training at March Field, California, as a flying cadet in the U. S. Army.

ROBERT F. LANE (Oregon '24) is now working as linotype operator for the Eugene (Oregon) *Register*. He recently left his position on the faculty of the Carnegie Institute of Technology.

LEE TUTTLE (Oregon Associate), until lately editor of the Medford (Oregon) *News*, severed his connection when a change of staff was made there recently. At the present time he has not made any further connection.

JOE KRUGER (Michigan), a member of the editorial staff of the Newark (N. J.) *Sunday Call*, was married December 22 to Miss Frances Sturm, of Elizabeth, N. J., a Michigan graduate of the class of 1926. Kruger was recently elected vice-president of Phi Sigma Delta and is the editor of the fraternity's magazine. In the summer he rounds out a varied program by conducting a boys' camp.

GEORGE W. BRAGDON (Minnesota '23) is now covering general assignments for the Hartford (Conn.) *Times*.

DONALD B. WOODWARD (Indiana '28) and Miss Jean Davis, of Butler University and Barnard College, were married in New York City Saturday, February 8.

Woodward worked on several campus publications and was active in Sigma Delta Chi affairs while in college. Miss Davis, at Butler, was also interested in journalistic activities and was a member of Theta Sigma Phi. After graduation, Woodward served on the *Wall Street Journal*. He is now financial editor of *Business Week*.

John Stempel (Indiana '23), Dow Richardson (Indiana '28), and J. F. Chapman are other Sigma Delta Chis who attended the wedding.

The Woodwards live at 496 Hudson Street, New York City.



STANLEY GOODMAN (Pittsburgh '27) is with R. H. Macy & Company, New York City.

CHARLES H. STONBERG (Illinois ex-'29) is in charge of publicity for the national committee on Boys' and Girls' Club work at Chicago, Ill.

NEAL S. GOMON (Nebraska '30) is a reporter on the staff of the *Lincoln Star*.

VICTOR GREEN (Indiana '27) is managing editor of the *Connellsville (Pa.) Daily News*.

RUSSELL R. WINTERBOTHAM (Kansas '27) is reporting police for the *Champaign (Ill.) News-Gazette*.

BUEL E. GASKIN (Kentucky '30) is a proofreader on the *Lexington Herald*.

W. D. GROTE (Kentucky '29) is now editor and publisher of the *Big Sandy News* at Louisa, Ky.

TEVIE JACOBS (Indiana '29) is now head of the sales promotion department of Hartman Furniture company's Loop store in Chicago.

HARRY BOLSER (Kentucky '30) is a reporter and special feature writer on the staff of the Lexington bureau of the *Louisville Courier Journal*.

VOLTA W. TORREY (Nebraska '26) has left the telegraph desk of the *Chicago Tribune* to become Sunday editor of the *Omaha (Neb.) World Herald*.

TED McDOWELL (Kentucky '26) and LEROY SMITH (Kentucky '28) are now managing editor and telegraph editor, respectively, of the *Beckley (W. Va.) Post Herald*.

JAMES S. SHROPSHIRE (Kentucky '29) is manager of student publications at the University of Kentucky and was recently appointed director of the University of Kentucky Alumni Association.

C. H. SCHOOLEY (Illinois '27) has resigned his position as telegraph editor of the *Champaign (Ill.) News-Gazette* to become telegraph editor of the *Decatur (Ill.) Review*.

JACK E. COULTER (Montana '26), for the last 15 months managing editor of the *Wallace (Idaho) Press-Times*, was recently elected to the board of directors of the Idaho Editorial Association. He is also group director for the five northern Idaho counties.

RIDGWAY K. FOLEY (Oregon State '28) is a reporter on the staff of the *Portland (Ore.) News*.

WAYNE W. PARRISH (Columbia '29), a member of the staff of the *New York Herald Tribune*, has been granted a two-year European leave of absence. He will return in 1932.

JACK WILSON (Iowa State ex-'30) has been appointed financial editor of the *Chicago Daily Drovers Journal*, succeeding Dwight E. McCormack (Nebraska '27). McCormack is now telegraph editor.

WILLIAM WATTS MACON, a graduate of Cornell University with the class of 1898, recently was initiated into associate membership by the Cornell active chapter. Macon is editor of *The Iron Age* and resides in Brooklyn, N. Y.

J. H. MADER, JR. (North Dakota associate), GEORGE C. CONNERY (North Dakota '29), and ROSS W. PHIPPS (North Dakota '29) are planning a summer tour of Europe. Instead of taking one of the standard tours, the three plan to see the rural districts by way of the favored mode of transportation in Europe—bicycles. Mader is a member of the North Dakota journalism faculty while Connery is on the desk of the *Minneapolis Tribune* and Phipps is day telegraph editor of the *Fargo (N. D.) Forum*.

Cincinnati Alumni Chapter of Sigma Delta Chi is working toward the establishment of a department of journalism at the University of Cincinnati, and prospects for success are now more favorable than ever before.

The chapter recently heard John DeCamp, director of the university news service, discuss the need of a journalism department, and subsequently passed a resolution endorsing the plan. Dr. Herman Schneider, president of the university, replied that administrative heads have had a department of journalism in mind for a decade but that the means have been lacking.

Mrs. Charles P. Taft, widow of the late publisher of the *Cincinnati Times-Star*, recently gave the university \$2,000,000 for "the study of the humanities." Paul W. Bell, past president of the Cincinnati alumni group, has since written Mrs. Taft, apprising her of the chapter's interest in a school of journalism.

Henry C. Segal, editor of *The American Israelite*, is the new chapter president; Albert Huneke, managing editor of the *Western Hills Press*, is vice-president; and Bell is secretary.

E. B. SWINGLE (Wisconsin '25) is with the agricultural department of the *Chicago Tribune*.

FRED HARTMAN (Baylor '29) is employed on the staff of the *Wichita Falls (Tex.) Times*.

CARLTON A. JOHANSON (California '27) has recently joined White, Weld & Co., New York City. He will handle publicity and advertising.

VERNE BURNETT (Michigan '17) is now assistant to the executive vice-president of General Foods Corporation, Pelham Manor, New York.

ELMER G. SULZER (Purdue) is director of the University of Kentucky publicity bureau, director of the university band, known as the "Best Band in Dixie," and a professor in the university music department.

VICTOR R. PORTMANN (Wisconsin) is editor of the *Kentucky Press* (a magazine for the uplift of community journalism in Kentucky), and professor in the University of Kentucky journalism department.

WEBLEY E. EDWARDS (Oregon State '27) and Mrs. Edwards are the parents of a baby daughter born in April. Edwards is program director and announcer of KGU, Honolulu, T. H., the only broadcasting station in Hawaii. He has been a frequent contributor to newspapers in Hawaii and on the Pacific Coast since moving to Honolulu from Corvallis, Ore., where he was correspondent for the *Seattle Times* and the *Portland Oregonian*.

Alumni and active members of the Washington chapter last spring established the "Pa' Kennedy Plaque" to be awarded annually to the undergraduate member of the chapter who has "in character, scholarship, and service been of most value to his school and chapter during his college years," and immediately made first award of the plaque to Tom Barnhart, '30. The plaque is named in honor of Fred Washington Kennedy, for twenty years a member of the Washington journalistic faculty, adviser of the chapter, and moving spirit behind the excellent Washington State Press Association.

Barnhart has served as editor of the *University of Washington Daily* and as printing laboratory assistant in the school of journalism, as well as secretary of the Washington State Press Association. He is to join the staff of the *Snohomish (Wash.) Tribune* on graduation.

## Iowa State Celebrates Founding of First Instruction in Agricultural Journalism

Ames, Iowa—A quarter century of instruction in agricultural journalism was completed this year at Iowa State College, the first school in the world to give courses in agricultural writing.

John Clay, of the John Clay Live Stock Commission Company, Chicago, founder of the department in 1905, was honored by 200 graduates, old students, and prominent journalists at a banquet on the evening of commencement day, June 9.

Journalists on the program were: Blair Converse, head of the Technical Journalism Department; F. W. Beckman, managing editor of *The Farmer's Wife* and former head of the department; Kirk Fox, editor of *Successful Farming* and an alumnus; H. A. Wallace, editor of *Wallaces' Farmer*; Fred Bohen, president of the Meredith Publishing Company; and V. C. Gregory, editor of *Prairie Farmer* and a former instructor in the department.

Work in the department has grown from a single course given once a week in 1905, to a broad curriculum serving more than 750 technical students of agriculture, home economics, engineering and industrial science each year. About 75 students are doing major work in the department.

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